

Effective Technical Communications

- Corporate Literature
- Technical Publications
- Training
- Digital Images
- Web Solutions

▶ Corporate Literature

Do you need sales/marketing literature that communicates effectively and delivers results?

Identity & Logo Design

Are you starting out in business, or does your organisation need an image makeover? Let AAMdesign create a unique identity for you that communicates your message consistently across all your stationery, promotional material, documentation and advertising; and sets you apart from your competitors while appealing to your target audience.

Promotional Material

AAMdesign's background is in technical authorship for engineering and technology companies, we therefore excel at creating product brochures, datasheets, case studies, etc., for any type of company or organisation that needs information presented intelligently.

Professional Documents & Templates

Are your proposals, bids, reports or other customer-facing documents sending the right message to your customers? Let AAMdesign create professional-looking documents or templates that you can simply edit and print in-house.

“If users don't know how to get the best out of your products, the money you spent on development is wasted and you'll lose your customers?”

Documents in Your Corporate Style

If you used an agency to create your corporate style, why not take advantage of AAMdesign's low prices and produce your new documents in the same style, but at less than agency prices.

Graphic Design for Small Businesses

If you don't have a large budget to spend on promotion, or if you require small print runs, let AAMdesign generate documents or templates that you can print yourself, or that are designed specifically for digital printing. Of course AAMdesign can also supply high-quality masters for printing by traditional offset litho, if you require large print runs.

Design for Web, Email, CD & Print

AAMdesign creates documents suitable for any communications medium, whether for your website, delivery by email, presented on CD or printed on paper. Let AAMdesign

▶ Technical Publications

Do you need to explain complex ideas concisely, using language the end-user will understand?

Publications for a Technical & Non-technical Audience

AAMdesign interprets complex technical ideas into concise language that an end-user will understand. We have extensive experience of producing User Manuals, Installation Guides, Servicing Manuals, Training Materials, Online Help, and much more.

Information Design

Design agencies cater for clients concerned with image, NOT information. AAMdesign specialises in information documents that look professional AND communicate effectively. This means we work with scientific, technical, engineering and business clients, or anyone who needs to present information logically and clearly.

Desktop Publications

If you have corporate guidelines or a publishing house-style, AAMdesign can create documents in that style to complement your other publications. If you don't, we can create a style for you that ensures consistency in the appearance of your documents.



Datasheets & Case Studies

▶ Training

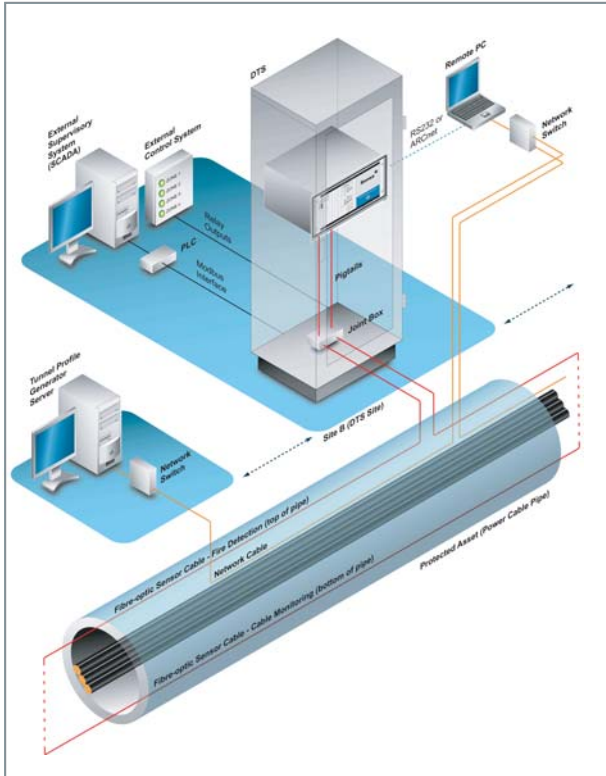
Do you use engineers, or non-technical people to produce your documents?

Written Communications Skills

Do you, or your employees, need to learn how to create professional technical documents or corporate literature, or do you just want to be more effective with Word, Illustrator, Photoshop or Acrobat? Let AAMdesign show you how to create outstanding professional results, fast.

Digital Images

Do you need informative images for your literature, publications, training materials or website?



System Network Diagram

Product Illustrations

With a thorough knowledge of illustration software and excellent graphics skills, AAMdesign can create realistic 2D or 3D images of your product before a prototype has even been built.

Concept Visualisation

If you need to explain concepts, functions and ideas, AAMdesign's has extensive experience of creating illustrations that bring ideas to life.

Graphics & Illustration Support

Do you need to outsource your graphics or illustrations? If so, AAMdesign is able to produce images in many raster and vector file formats to suit your requirements, whether for publications, website, or for printing.

Product Photography

AAMdesign can produce digital images, or scan existing photographs, of products and procedures (assembly, repair, servicing, etc.) for inclusion in your publications or web-based communications.

Photo Restoration and Retouching

Have your old/damaged prints scanned, restored and preserved as digital images on CD in suitable formats for web, email or printing.

Web Solutions

Do you need intuitive web design to enable rapid access to your information?

One-page Webadvert

Get your contact details and information about your goods or services onto a one-page website or 'webadvert'. When it is finished you won't need to spend time and money keeping it up-to-date.

Multi-page Website

Having a website needn't cost a fortune and doesn't require advanced computer skills. If you require a professional-looking multi-page site that you can take control of and update yourself, AAMdesign can design an easy-to-use website for you.

"Survival in increasingly competitive markets depends on delivering superior customer service, and one way to do this is by providing great user manuals."

Intranet on a Shoestring

Can't find the documents you're looking for? Network grown too large to be re-organised? Intranet server too expensive? Let AAMdesign create a user-friendly web-style interface that allows you to access important company documents such as quality procedures, forms and templates.

Web Content Editing & Critiquing

If you need someone to write copy or edit your existing web content, or if you'd like an assessment of your existing website for navigation, content and useability, AAMdesign can help with this.

abc electrical

CONTACT US

Welcome to the website of **abc electrical**. Established in 1992 we pride ourselves on quality workmanship. We have a workforce of ten ranging from time-served apprentices to tradesmen with 40 years experience.

You can rely on us for all your:

- ◆ domestic electricals
- ◆ house rewiring
- ◆ appliance testing
- ◆ inspection & certification

All our work is carried out to IEE 16th Edition Wiring Regulations.

We are fully-qualified electricians and pleased to offer a no-obligation quotation for all your electrical work.

Address: 33, Boat Road, Netley
Telephone: 01234 567890
Mobile: 0789 1234567
Website: abc-electrical.co.uk

IEE
DOMESTIC
INSTALLER

Webadvert

▶ Take a Closer Look

Do you want professional documentation at less than agency prices?

Our Experience

AAMdesign is a Technical Communications Consultancy with over 20 years experience of creating corporate literature and technical publications for companies such as Racal, Schlumberger, Ford Aerospace, Thales, NTL and Tandberg.

Outsourcing Your Work

If your looking to outsource your documentation or design work, AAMdesign specialise in Microsoft, Adobe and Corel applications and have experience of many others. Please enquire for details.

FREE Consultation

Contact AAMdesign for a no-obligation FREE consultation, or send your design brief to info@aamdesign.co.uk and let us come up with some initial concepts for you to look at. If you like what you see, we can take things further.

Where to Find Us

AAMdesign is based in the South of England where consultation can be provided on- or off-site, on a full- or part-time basis. Additionally, we can conduct business anywhere in the world via a broadband connection.

How Much Will It Cost?

Because AAMdesign is not an agency, you are not just an 'account' to us and you will not be charged agency prices, which could be in the region of £50-£100 per hour depending who you consult.

Our rates are the region of £20-£40 per hour, based on the volume of work that needs doing and the degree of expertise required. Naturally, before the job is undertaken we will agree the number of hours that it will take, effectively giving you a fixed price, and a deadline.



AAMdesign.co.uk
Andrew Allen Moore

80 Heath Road
Locks Heath
Southampton
UK
SO31 6PJ

01489 605337

0775 9867516

info@aamdesign.co.uk

www.aamdesign.co.uk